**TEMPLATE**

**EXECUTIVE SUMMARY**

***Panda Tip:*** The executive summary is arguably the most important part of a business plan. It may likely be the first thing investors or lenders read about your business venture, so it’s important to make a good first impression and to keep these readers engaged. After all, the future of your business may depend on it. Business plan experts recommend keeping the executive summary to 1 or 2 pages in length max.

[COMPANY] is a [BUSINESS TYPE] founded as of [DATE] to *(Talk about the goal of your company – the “big idea.” This first sentence is all about capturing the reader’s attention, in terms they will understand).*

1. **PRODUCT**

[COMPANY] provides/makes/produces/serves *(as applicable)* the following:

***Panda Tip:*** What does *(or will)* your business do? Follow this with a discussion of where you are in terms of your product development, and what your future plans are with respect to development.

1. **MARKET**

Our target customers include *(who).* The total addressable market is [DOLLAR AMOUNT]. [COMPANY] is pre-revenue but is gaining meaningful traction with customers. Based on this plan, [COMPANY] projects that it will be able to capture at least [NUMBER] percent of this market over the next [NUMBER] years.

1. **COMPETITION**

Our competition is comprised of [WHO].  [COMPANY]’s competitive advantage lies in *(Explain your competitive advantage and differentiation in the market).*

1. **MANAGEMENT**.

[CEO NAME], CEO of [COMPANY], is tailor-made for this opportunity because (description). Other members of the management team include:

[MANAGER NAME] – *(2 sentences max on Experience & Education of Manager)*

1. **FUNDING NEEDED**.

[COMPANY] is seeking [DOLLAR AMOUNT] for *(Describe how you will use the capital)*, which will enable us to *(Describe the results investors should expect from this)*. Our goal is an exit within [NUMBER] years by way of *(An IPO (highly unlikely, but possible)* */ an acquisition (more likely, but not easy), something else).*

1. **FINANCIAL PROJECTIONS**.

[COMPANY] is pre-revenue, but we have [NUMBER] *(Letters of Intent, POs)* that should help us generate meaningful revenues in a relatively short period of time. Our 5 year projections based on our extensive market research and a detailed knowledge of what is needed to scale the business are shown in the graph below.

***Panda Tip:*** Provide a visual here that shows the growth path you expect for your startup.

Should this opportunity fall within your investing interests, please don’t hesitate to contact the undersigned at [PHONE] or [EMAIL] .

Thank you for your consideration.

[COMPANY NAME]

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[NAME], [TITLE]                                        DATE